

# PARLIAMENT CRITICAL TIMELINE 1999

PROGRAM ELEMENT	ACTIVITY	COMMENTS	DATE DUE	Revised DATE	DATE COMPLETE
RESORT MARKETS GROUP ONE	<i>Hamptons, N. Jersey, &amp; S. Jersey</i>				
	Initiate Club Research & Sell-In		2/22		2/22
	Preliminary Club and Market Information		3/29		3/29
	Recc'd Club List & Preliminary Schedule to PM	Request extra day due to holiday wknd.	4/9	4/12	4/12
	Clubs Approved By PM		4/16		4/20
	On-going club research in Resort Market Grp. One				On Going
	Additional club info fwd to PM		4/26		4/26
	Market Sell-In / Continuous Updates sent to PM (1 <sup>st</sup> Draft submitted 5/7)		4/16 - 5/7	In Progress	Most recent update sent 7/7
	Tentative Schedules Reviewed by PM		TBD		
	Contracts Complete and delivered to PM	Delayed due to no final club contract.	5/7	In Progress	
	Event Manager Training in Milwaukee		5/17 - 5/20		5/17 - 5/20
	In-Market Training Sessions		5/24 - 5/26		Complete
	Market Kick Off & Events		5/28-9/6		In Progress
	Initial Draft of Market Recap due to PM		10/1		
	Final Bound Drafts of Recap due to PM		10/8		
RESORT MARKETS GROUP TWO	<i>Cape Cod &amp; Newport</i>				
	Initiate Club Research & Sell-In		2/22		2/22
	Preliminary Club and Market Information		3/29		3/29
	EMI approval of GMR Prelim. Club List				Complete

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PROGRAM ELEMENT	ACTIVITY	COMMENTS	DATE DUE	Revised DATE	DATE COMPLETE
(CAPE COD & NEWPORT CON'T)	Recc'd Club List to PM		5/7		5/7
	Clubs Approved By PM		5/14		5/11
	Market Sell-In		5/14 - 6/4		In Progress
	MASS Club Contract Revision Approved by PM				6/21
	Tentative Schedules Reviewed by PM		TBD		Update sent 7/7
	Contracts Complete and delivered to PM		6/4	TBD	In Progress
	Event Manager Training in Milwaukee		6/21- 6/24		6/21 - 6/24
	In-Market Training Sessions		6/28 - 6/30		6/29 - 6/30
	Market Kick Off & Events		7/2 - 9/6		In Progress
	Initial Draft of Market Recap due to PM		10/1		
	Final Bound Drafts of Recap due to PM		10/8		
FLORIDA & CHICAGO MARKETS	<i>Chicago, Tampa, Orlando &amp; Miami</i>				
	Initiate Club Research & Sell-In		2/22		2/22
	Preliminary Club and Market information		3/29		3/29
	Recc'd Club List to PM	Request extra day due to holiday weekend.	4/16	4/19	4/19
	On-Going Club Research for Fall Events				In Progress
	Market Sell-In	Delayed due to no finalized contract.	4/23 - 5/14		Complete
	Preliminary Club List Approved by EMI				5/27
	Tentative Schedules Reviewed by PM		TBD		Complete
	Contracts Complete and delivered to PM		5/14		In Progress
	Event Manager Training in Milwaukee	Combined w/Rst1	5/24 - 5/27	5/17-5/20	5/17 - 5/20
	In-Market Training Sessions		5/31 - 6/2		Complete
	Market Kick Off & Events		6/4 - 7/11		Complete

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PROGRAM ELEMENT	ACTIVITY	COMMENTS	DATE DUE	Revised DUE	DATE COMPLETE
(FLORIDA & CHICAGO CON'T)	Initial Draft of Market Recap due to PM		8/6		8/6
	Final Bound Drafts of Recap due to PM		8/13		
METRO GROUP ONE MARKETS	<i>Hartford, Syracuse, Buffalo, Providence &amp; Chicago</i>				
	Initiate Club Research & Sell-In		2/22	<b>In Progress</b>	2/22
	Preliminary Club and Market information		3/29		3/29
	Club list to PM for EMI Review				6/7
	EMI response to Prelim Club List.	Partial Approval of Buffalo & Syracuse. Provid., Chgo. & Hartford Approved.	6/20		7/19
	Recc'd Club List to PM		6/25	7/23	7/23
	Clubs Approved By PM		7/2	7/30	7/30
	Market Sell In		7/2 - 7/23	8/2 - 8/20	In Progress.
	Tentative Schedule Reviewed by PM		TBD	8/6	8/6
	Contracts Complete and delivered to PM	*Finalizing apprx. 5 due to delayed approval or status confirmations. To PM asap.	7/23	8/20	8/20*
	Event Manager Training in Milwaukee		8/23 - 8/26	9/7 - 9/10	
	In-Market Training Sessions		8/30 - 9/1	9/13-9/16	
	Market Kick Off & Events		9/3 - 10/10	9/17-10/24	
	Initial Draft of Market Recap due to PM		11/5	11/19	
	Final Bound Drafts of Recap due to PM		11/12	12/1	

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PROGRAM ELEMENT	ACTIVITY	COMMENTS	DATE DUE	Revised DUE	DATE COMPLETE
ADVERTISING CHICAGO	<i>Chicago Magazine - 10/1</i>	99700 - S2	8/20*		8/26
	<i>Chicago Footlights - 10/1</i>	99701 - S2	9/2		
	<i>Chicago New City - 9/16</i>	99702 - S1	9/7		
	<i>Illinois Entertainer - 10/1</i>	99703 - S1	9/15		
	<i>Chicago Reader - 9/24</i>	99704 - S1	9/16		
	<i>Chicago New City - 10/7</i>	99705 - S1	9/29		
	<i>Chicago Reader - 10/15</i>	99706 - S1	10/7		
	<i>Chicago New City - 10/21</i>	99707 - S1	10/13		
ADVERTISING SYRACUSE					
	<i>Syracuse New Times - 9/22</i>	99930 - S1	9/16		
	<i>Syracuse New Times - 10/6</i>	99931 - S1	9/30		
	<i>Syracuse New Times - 10/13</i>	99932 - S1	10/7		
	<i>Syracuse New Times - 10/20</i>	99933 - S1	10/14		
ADVERTISING PROVIDENCE					
	<i>Providence Phoenix - 10/1</i>	99980 - S1	9/23		
	<i>Providence Phoenix - 10/8</i>	99981 - S1	9/30		
	<i>Providence Phoenix - 10/15</i>	99982 - S1	10/7		
	<i>Providence Phoenix - 10/22</i>	99983 - S1	10/14		
ADVERTISING BUFFALO					
	<i>Buffalo Beat - 9/30</i>	99820 - S1	9/24		
	<i>Buffalo Beat - 10/7</i>	99821 - S1	10/1		
	<i>Buffalo Beat - 10/14</i>	99822 - S1	10/8		
	<i>Buffalo Beat - 10/21</i>	99823 - S1	10/15		
ADVERTISING HARTFORD					
	<i>Hartford Advocate - 9/30</i>	99770 - S1	9/27		
	<i>Hartford Advocate - 10/7</i>	99771 - S1	10/4		
	<i>Hartford Advocate - 10/14</i>	99772 - S1	10/11		
	<i>Hartford Advocate - 10/21</i>	99773 - S1	10/19		

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PROGRAM ELEMENT	ACTIVITY	COMMENTS	DATE DUE	Revised DUE	DATE COMPLETE
METRO GROUP TWO MARKETS	<i>Boston, Philadelphia &amp; New York</i>				
	Initiate Club Research & Sell-In		2/22	In Progress	2/22
	Preliminary Club and Market information		3/29		3/29
	GMR to provide PM 2 wk notice of Prelim. List	GMR to contact PM Events.	7/9		7/8
	Club list to PM for EMI Review		7/23		7/23
	EMI response to Prelim. List due to GMR		7/27		7/27
	Recc'd Club List to PM		7/30	8/9	8/6
	Clubs Approved By PM		8/6	8/16	8/10
	Market Sell-In		8/6 - 8/20	8/16- 9/6	
	Tentative Schedules Reviewed by PM		TBD	9/6	9/6
	Contracts Complete and delivered to PM		8/20	9/20	
	Event Manager Training in Milwaukee		9/20 - 9/23		
	In-Market Training Sessions		9/27 - 9/29		
	Market Kick Off & Events		10/1 - 11/7		
	Initial Draft of Market Recap due to PM		12/3		
	Final Bound Drafts of Recap due to PM		12/10		
ADVERTISING NEW YORK					
	<i>Manhattan File - 10/1</i>	99800 - S2	9/1*		
	<i>New York Magazine - 10/4</i>	99801 - S2	9/20*		
	<i>Resident Publications - 10/5</i>	99802 - S1	9/28		
	<i>Time Out NY - 10/6</i>	99803 - S2	10/1		
	<i>Village Voice - 10/12</i>	99804 - S1	10/1		
	<i>Resident Publications - 10/12</i>	99805 - S1	10/5		
	<i>Time Out NY - 10/13</i>	99806 - S1	10/7		

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PROGRAM ELEMENT	ACTIVITY	COMMENTS	DATE DUE	Revised DUE	DATE COMPLETE
	<i>New York Press - 10/13</i>	99807 - S1	10/8		
	<i>New York Magazine - 11/1</i>	99808 - S2	10/11		
	<i>Resident Publications - 10/19</i>	99809 - S2	10/12		
	<i>Resident Publications - 10/26</i>	99810 - S2	10/19		
	<i>Time Out NY - 10/27</i>	99811 - S1	10/21		
	<i>New York Press - 10/27</i>	99812 - S1	10/22		
	<i>Resident Publications - 11/2</i>	99813 - S1	10/26		
	<i>Time Out NY - 11/3</i>	99814 - S2	10/27		
	<i>New York Press - 11/3</i>	99815 - S1	10/29		
ADVERTISING PHILLY					
	<i>Phili Style - 10/1</i>	99950 - S2	9/10*		REPLA MONTHLY BRAND
	<i>Philadelphia City Paper - 10/7</i>	99951 - S1	10/1		
	<i>Philadelphia Weekly - 10/6</i>	99952 - S1	10/1		
	<i>Philadelphia City Paper - 10/14</i>	99953 - S1	10/8		
	<i>Philadelphia Weekly - 10/27</i>	99954 - S1	10/22		
	<i>Philadelphia Weekly - 11/3</i>	99955 - S1	10/27		
	<i>Philadelphia City Paper - 11/4</i>	99956 - S1	10/29		
ADVERTISING BOSTON					
	<i>Improper Bostonian - 10/6</i>	99750 - NS2	9/24*		DATA 67.5
	<i>Stuff @ Night - 10/12</i>	99751 - NS2	9/28		
	<i>Boston Phoenix - 10/8</i>	99752 - NS1	9/30		
	<i>Improper Bostonian - 10/20</i>	99753 - NS2	10/6		
	<i>Boston Phoenix - 10/15</i>	99754 - NS1	10/7		
	<i>Stuff @ Night - 10/26</i>	99755 - NS2	10/12		
	<i>Improper Bostonian - 11/3</i>	99756 - NS1	10/20		
	<i>Boston Phoenix - 10/29</i>	99757 - S1	10/21		

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PROGRAM ELEMENT	ACTIVITY	COMMENTS	DATE DUE	Revised DUE	DATE COMPLETE
FLORIDA FALL MARKETS	<i>Tampa, Orlando, Miami</i>				
	Initiate Club Research & Sell-In		2/22		2/22
	Preliminary Club and Market information		3/29		3/29
	GMR to provide PM 2 wk notice of Prelim. List via telephone call to Events group.	GMR to contact PM Events.	8/12		8/13
	Club list to PM for EMI Review		8/26		8/25
	EMI response to Prelim. List due to GMR		8/31		
	Recc'd Club List to PM		9/3	9/2	
	Clubs Approved By PM		9/10		
	Market Sell-In		9/10 - 9/24		
	Tentative Schedules Reviewed by PM		9/24		
	Contracts Complete and delivered to PM		10/8		
	Event Manager Training in Milwaukee		10/25-10/28		
	In-Market Training Sessions		11/1 - 11/3		
	Market Kick Off & Events		11/5 - 12/12		
	Initial Draft of Market Recap due to PM		12/23		
	Final Bound Drafts of Recap due to PM		TBD		
ADVERTISING MIAMI					
	<i>Ocean Drive - 11/1</i>	99900 -	10/1*		BRAND
	<i>Miami New Times - 11/18</i>	99901 -	11/12		
	<i>Miami New Times - 12/2</i>	99902 -	11/25		
	<i>Miami New Times - 12/9</i>	99903 -	12/3		
ADVERTISING ORLANDO					
	<i>Orlando Weekly - 11/5</i>	99880 -	10/29		
	<i>Orlando Weekly - 11/25</i>	99881 -	11/18		
	<i>Orlando Weekly - 12/10</i>	99882 -	12/3		

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PROGRAM ELEMENT	ACTIVITY	NEXT STEPS	DUE DATE	Revised DUE	DATE COMPLETE
YEAR-ROUND CLUB ACTIVITY					
	Preliminary Club List forwarded to PM		3/29		3/29
	Suggestions for soft goods, visibility pc. to PM		3/29		3/19
	Final Yr. Round Club List to PM		4/9		4/9
	Year Round Activity Contract from PM		4/6		
	Approval of Yr. Round Club Selection from PM		4/19		4/13
	Additional club research to PM(Boston, Philadelphia, Miami, New York)		4/26		4/26
	Response from PM on additional club info		4/27		
	Sell-in of Yr. Round Clubs		4/26 – 5/14	In Progress	In Progress
	Year Round Contracts Complete for all clubs		5/17	In Progress	
MISC. ISSUES					
	General Club Contract approved by PM		4/6		5/17
	Interactive Game Ideas Flushed out and to PM		4/16		4/16
	Manual Revisions to PM	Surveyor Manual	4/12		4/12
	---	In-Market Manager's Manual	4/16		4/16
	---	All other manual materials.	TBD		Complete
	Name Generation Card – Initial Draft to PM		--		4/23
	Interactive Games – Positives & Negatives		4/27		4/27
	End of Year Re-Cap		TBD		

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PROGRAM ELEMENT	ACTIVITY	NEXT STEPS	DUE DATE	Revised DUE	DATE COMPLETE
CREATIVE ISSUES					
	Creative Brief to Agency		3/22		3/23
	Comps due to Brand		4/6		4/6
	Brand Review & Feedback		4/6		4/6
	Creative Budget Estimate to PM		4/15		4/15
	Materials to be developed per 4/6 Meeting	Bar Materials Developed w/Chevron & Red Line	4/13		4/13
	--	Keyline of above sent delivery 4/19 -- includes POS for time saving efforts.	4/16	4/19	4/19
	--	Pack Sales Counter Card	4/16		4/16
	--	New Full Flavor Poster	4/16		4/16
	--	Sweepstakes Poster	4/20		4/20
	--	Sweepstakes Table Tent	4/20		4/20
	--	Sweepstakes 3D Piece	4/20		4/20
		Game Pieces-Concepts & Mockups	4/16		4/16
	--	Oversized Gift Certificate Developed	4/20		4/20
	Revisions due to PM from 4/20 Creative Input: Sweeps Poster, 3D Piece, Full Flavor Poster, Full Flavor Banner, Counter Cards	M. Anton out of the office.	4/26	4/27	4/27

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PROGRAM ELEMENT	ACTIVITY	NEXT STEPS	DUE DATE	Revised DUE	DATE COMPLETE
(CREATIVE ISSUES, CONT'D)	Giveaway Items	GMR to recommend Icon placement	5/25		5/25
	Giveaway Items	Keylines and Disks provided for all Items			6/4
	Ad Layouts	GMR to provide revised ads w/out "Sail Out Of The Clear Blue" headline for use until tagline approval	5/26		5/25
	Ad Proofs	GMR to get proofs on actual stock for color approval	5/26		5/26
	Sweeps Pieces – Poster, Table Tent, Lightbox Inserts	GMR to provide keylines, PM waiting for approval of "Sail Out Of The Clear Blue" headline before production.			6/9
	Sweeps Pieces – Lenticular Lightbox, 3D Motion Display	GMR to provide cost and production information	ASAP		Complete
	Advertising Schedule: GMR to prepare rotation schedule for Ad #1 and Ad #3 use.	GMR waiting for input regarding which pubs we can run #3 in.	ASAP		7/16
	New Kiosk:	GMR to provide drawing and graphics comps for approval	6/9		Complete

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PROGRAM ELEMENT	ACTIVITY	NEXT STEPS	DUE DATE	Revised DUE	DATE COMPLETE
(CREATIVE ISSUES, CONT'D)					
	New Kiosk:	PM to approve comp	6/9		Complete
	New Kiosk:	GMR to provide keyline	6/10		Complete
	New Kiosk:	PM to approve keyline	6/11		Complete
	New Kiosk: Delivery scheduled for mid-August.	GMR to produce 5 units.	ASAP		In production.
	Interactive Games – Response to Creative Brief to be delivered via Fed-Ex on 7/9.	GMR waiting for PM feedback.	7/6	7/9	7/9
	Sweepstakes/Lightbox insert – Initial quantity produced,	GMR waiting for PM approval for remaining production.	TBD		7/6
	Branded cups	GMR to provide quote for screening and turnaround time. / GMR vendors unable to produce by process other than what is currently being done.	ASAP		--
	Blinky Button	Disk and keyline sent to PM for 7/7 delivery.	7/6		7/7
	1999 Creative Book	GMR to provide draft for approval.	7/20		7/20
	Creative Contract	GMR waiting for contract from PM.	TBD		

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PROGRAM ELEMENT	ACTIVITY	NEXT STEPS	DUE DATE	Revised DUE	DATE COMPLETE
(CREATIVE ISSUES CON'T)	National Ad Copy (PM to place brand ads only in National pubs.)	GMR waiting for copy for National ad insertions.	7/26		----
	1999 Creative Book – Revisions to include all materials for PPZ Program. Photography and artwork to be developed.	Rough draft faxed to PM for review asap.	TBD		
	INTERACTIVE GAMES – Matches, Word Scramble and Word Lists	Comps & Narrative	8/10		8/10
	“Other” Interactive Games Ideas	Comps & Narrative	8/17		8/17
	Revise the four current interactive Game concepts: Match cards, Word Scramble, Word List, Party Search	Revised Comps & Narrative	8/31		8/31

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